

# URBAN CORE SPECIFIC PLAN

Advisory Committee - May 18, 2005

## Meeting Summary

The 8th meeting of the Advisory Committee convened at the Community Congregational Church to provide updates on the economic/market report and traffic impact analysis and to review revisions to subdistrict regulations and allowable land uses. Mayor Padilla welcomed those in attendance and introduced the agenda.

## Economic/Market Report

William Anderson with Economics Research Associates (ERA) provided an overview of key findings to date. ERA was retained to evaluate the economic context for the Specific Plan and assist with tailoring the plan to help ensure feasibility.

The Specific Plan has been adjusted to reduce retail uses to be more in line with projected demand. Although more housing units will be allowed than projected, this additional capacity is anticipated to be absorbed and provide greater support to the office and commercial uses within the Urban Core. Also allowing a variety of housing densities is important. The scale of development is key as a larger scale allows more flexibility in architecture and land use types and mixes. Overall, enough increase in development potential is needed in order to have incentive to redevelop.

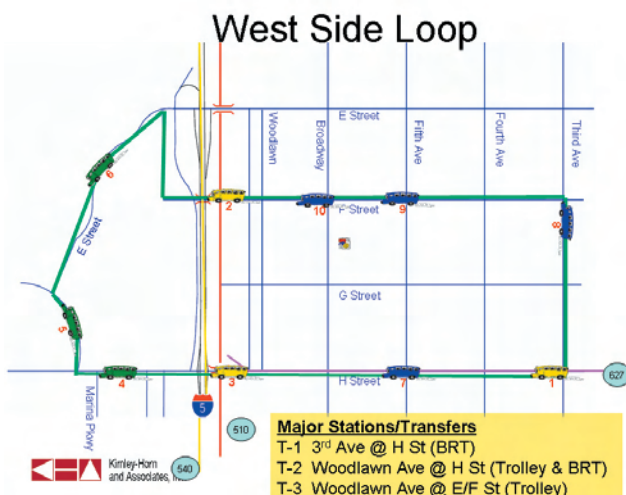


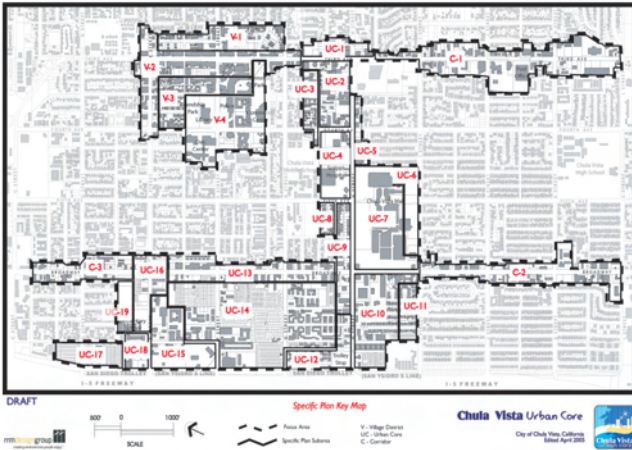
## Traffic Impact Analysis

Dave Sorenson with Kimley-Horn and Associates presented an overview of the traffic and circulation impacts of the Specific Plan. The Urban Core is served by a variety of regional and local transit including the Red Line trolley going from San Ysidro to Downtown San Diego. Bus Rapid Bus Transit (BRT) and express service down the middle of the I-5 is proposed in the future. As part of the plan, the West Side Loop local transit system is proposed -- this will supplement regional transit and tie into the Bayfront.

Pedestrian circulation will be improved throughout the Urban Core through widened sidewalks, some narrowed streets, and the addition of paseos. A Class II bikeway is proposed along F Street as well as a wide pedestrian promenade.

The street improvements and streetscape enhancements proposed by the Specific Plan will implement the overarching goals of the General Plan Update which are to create a more lively urban and pedestrian-friendly environment in the Urban Core. To do so, the Specific Plan proposes to strike a balance by enhancing the pedestrian environment, providing a lively mix of uses, increasing opportunities for improved transit, and implementing street improvements that result in manageable levels of vehicle traffic.





## Development Regulations and Allowable Land Uses

Mark Brodeur reviewed changes in the zoning “At a Glance” sheets that have been further customized to include more focus on human scale and creating gathering areas. Each subdistrict also has been individually named. A broad range of dwelling unit types and densities is allowed. A significant change from previous versions is that only floor area ratio (FAR) will be used to determine building intensity -- this approach emphasizes building form and lets market forces determine uses and building type. Mixed use will be further encouraged. Diagrams were presented that illustrated a range of FARs and the different potential forms that may result.

Committee comments ensued. Sharon Floyd provided specific recommendations for most subdistricts with regard to allowable building height. Some heights were recommended to be lower and a few heights higher. Peter Mabrey with Scripps Hospital requested that the allowable building height be increased for UC-4. Mayor Padilla questioned some FAR transitions from one subdistrict to another, maybe FARs should be more consistent and office FARs increased. Overall, the Committee supported the FAR approach.

A revised table showing allowable land uses was distributed to the Committee prior to the meeting. Mary Ladiana noted that previously mixed uses were allowed in too many areas throughout the Urban Core which diluted the feasibility for successful mixed used projects. Consistent with ERA recommendations, zoning revisions focus mixed use approaches to key areas.

## Comments

Public comments were solicited regarding the topics covered. Public comments included:

- Pleased to see FAR increases in corridors and at transit nodes.
- Need a description of the “spirit of the place” and vision.
- Due to the current housing crisis, there will likely be more demand for residential than the projected numbers estimated by the market analysis.
- Make sure to provide for low-rise, mid-rise and high-rise residential.
- Builders need flexibility, don’t make plan too regulatory.
- Foster live/work development that provides 24-hour “eyes on the street.”
- Historic preservation requires flexibility.
- FAR approach is good, but make sure practically works.

Mayor Padilla provided concluding remarks. First, he requested that staff provide a Community Benefits Component to the plan that provides how the plan is going to make Chula Vista a better place to live. Improvements including infrastructure, amenities, and public spaces should clearly be identified. Secondly, the Specific Plan must describe Chula Vista’s history and also provide policies on preserving and enhancing historic structures in the Urban Core. This direction was turned into the form of a motion which was seconded and

